

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Shield et al.)
)
 Serial No.: **Not Yet Assigned**)
)
 Filed: **Herewith**)
)
 For: **System and Method for Maintaining an Association**)
Between a Distribution Device and a Shared End)
User Characteristic)

 INFORMATION DISCLOSURE STATEMENT

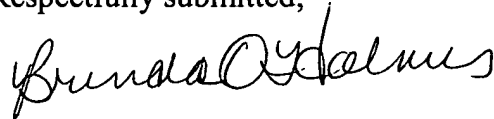
Commissioner for Patents
 Mail Stop Patent Application
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

The citation of information on the attached Form PTO-1449, "List of Art Cited by Applicant" is made pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98. A copy of each non-patent document listed is enclosed.

The citation of this information does not constitute an admission of priority or that any cited item is available as a reference, or a waiver of any right the applicant may have under applicable statutes, Rules of Practice in patent cases, or otherwise.

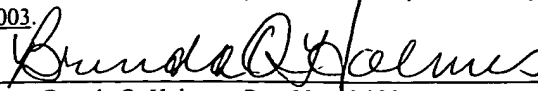
Respectfully submitted,



Brenda O. Holmes
 Reg. No. 40,339

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Brenda O. Holmes - Reg. No. 40,339

Substitute for form 1449A/PTO

C mplete if Known

(use as many sheets as necessary)

Sheet	1	of	2
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Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

[illegible][illegible]

**Examiner
Signature**

Date
Considered

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³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 2

of

2

Complete if Known

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		NIelsen MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html	
		NIelsen MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html	
		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, www.softwaretools.com/nielsendmacodes.php	
		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, www.museum.tv/archives/etv/M/htmlM/market.htm	

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